Passionate frontend developer with outstanding interpersonal skills and over four years of experience in both freelance and corporate environments.

# Evan McKinney-Robinson

**Software Engineer** 

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**View Portfolio Here** 

## **About Me**

I'm a self-taught frontend developer with a passion for building high-quality, user-centric web experiences. My journey into development began with a deep dive into music technology, where problem-solving and a keen understanding of complex software were essential to my roles in education and sales. Experimenting with tools like Max/MSP sparked my curiosity, but it was discovering JavaScript that truly ignited my love for programming—offering endless possibilities for creativity and learning.

Now, as a frontend developer at a leading corporation, I specialize in creating scalable, performant, and accessible web applications. Working with technologies like React, TypeScript, and modern CMS solutions, I've built a robust skill set that aligns with today's frontend best practices. My focus on reusability, clean code, and collaboration in agile, cross-disciplinary teams allows me to deliver components and solutions that drive business goals while enhancing user experience. Lifelong learning remains at the heart of my work—I'm always excited to tackle new challenges and grow alongside the evolving tech landscape.

# Languages | Skills

React, JS, TS, HTML, CSS, Git, Jest/RTL, WCAG, SEO + more

## **Experience**

#### The Very Group

## Software Engineer | Frontend Developer APRIL 2021 - CURRENT

I joined The Very Group at a transitional moment in the company's tech journey. I was initially tasked with building responsive, tabbed landing pages, brand stores and other bespoke web content and functionality, spearheading the development of various high-profile campaigns, events and community-outreach initiatives. This work was housed within the legacy eCommerce platform Oracle ATG—with its monolithic architecture presenting a problem for the company's ability to stay competitive.

With migration towards modern, API-first, headless architecture in the form of Amplience CMS, I currently build, test and manage a library of reusable components, aligned with modern front-end principles and best practices. Proficiency and regular use of React, TypeScript and Jest/RTL (and many other associated technologies) has led to a solid understanding of modern front-end.

Additionally, working within various multidisciplinary teams has established proficiency in Agile methodologies, SEO, accessibility and design best-practices, all of which remain at the heart of the company's drive towards staying competitive and innovative in tech.

Throughout my time at the company, I've often led my team by providing training, presentations and documentation on new technologies, including prompt engineering, version control tools and meta-frameworks like Next.js.

During self-development and out of office hours I've also had the pleasure of working on a diverse range of fun personal projects, including an ice hockey training tool and an event ticket app.

## Freelance Frontend Developer JULY 2020 - APRIL 2021

During this period I developed several websites and web applications for clients with small businesses and enterprises, as well as many fun personal projects.

These experiences drilled down a strong foundation in core skills like HTML, CSS, JS, jQuery, Git and the associated libraries and frontend principles.

My background as a studio engineer working with complex music technology and software made for an easy transition into the software engineering and web development world. Having previously worked with languages like Max/MSP to build custom software for processing and manipulating sound, I found that my studio engineering skills were highly transferable.

My strong work ethic, attention to detail, passion, drive and excellent communication skills enabled me to deliver a consistent level of high-quality services and products.

# Other Experience

#### Bop DJ - Manchester

#### Sales Exec | Senior Sales Exec | Manager JUNE 2018 - JULY 2020

After university I worked in a telesales-centered role, selling state-of-the-art music production and DJ equipment to a broad range of clients—varying from five-figure transactions to smaller

sales. A capacity for tech support, problem-solving and the ability to communicate complex technical and creative concepts in simple terms was fundamental to the position.

The role required outstanding interpersonal skills to work with unique clients and a diverse team of staff. As a key member of an industry-leading and ever-expanding company, astute time-management and delegation skills were also essential, in order to deal with the often relentless workload.

I gained foundational knowledge in stock management and e-commerce operations using Magento, including insights into stock profiling and online inventory processes.

During my time here I won many awards for my hard work, consistently hitting bonus targets and winning prizes as a top manager, salesman and service provider.

# **Education**

## **Leeds Beckett University**

1st Class Degree – (BA) Music Production SEPTEMBER 2013 - JUNE 2017

# **West Cheshire College**

*Distinction\**, *Distinction\**, *Distinction* – (BTEC) Music Technology SEPTEMBER 2011 - JUNE 2013

#### References

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